

Recycling, Green Waste and Illegal Dumping Outreach Campaign RFP Questions and Answers

1. Is there an estimated budget for this RFP? Yes - It is \$91,400.00.
2. Are media buys to be included in this budget or only recommendations for placement? YES- Media buys are to be included in the budget. We are asking all respondents to submit their recommendations (and bids) for a full service campaign, which would include a community media plan.
3. Are printing costs to be included in this budget or only production and recommendations for placement in newspaper, bus, etc.? YES- printing/reproduction and creative cost are to be included in the Request For Proposal.
4. Do you require a break down by production cost for radio cost, TV cost, logo cost, web page, etc? Or, does this mean the amount we recommend for the media buy in each area? YES- the ESD requests that all respondent's proposals be as inclusive as possible- producing a 'turn key' product for this program. We need recommendations from the respondents on the best use of the media (all incurred cost) for disseminating the goals of our project to the community.
5. Do you have a specific task required timeline to include in our proposals? Yes, the following items will need to be completed:

Illegal dumping billboard - displayed by mid-March

Recycling/green waste billboards – displayed by April 20

Radio spots – airing by April 20

Newspaper Ads – first circulation by April 20

Design and production of recycling mascot – April 20